AUDICIDUS ADVERTISINO.

### Preparation of Advertisements - Selection of Mediums-Continuity.

Judicious advertising is the telling of your business story in a possible cost.

Two rocks upon which many unsuccessful advertisers stumble are in the ineffective character of their advertisements and the injudicious selection of mediums.

things of modern business is the sight of a merchant buying a hundred-dollar space in a newspaper and then turning to a handy drygoods box and scratching off hand, without a moment's thought, his "copy" to fill the space. This is the manner in which much of the advertising space is filled. Would this same man think of buying a hundred dollar watchesse and putting inside of it a 25 cent movement?

The wording and display of advertisements are generally the very last point considered. It should be the first. Unless an advertisement is effectively dis-played (and by display I do not mean tremendous type; plain reading, if surrounded by large-type ads, would be good display) it may not be noticed at all among the myriads of other advertisements. Unless an advertisement is interestingly and convincingly written it will be valueless even after having been read.

Finding the proper mediumthe medium that will reach the largest number of the people you desire to reach at the smallest possible cost—this is probably the most difficult problem the advertiser has to solve. To advertise a cheap article, likeworking shoes, for instance, in a journal of "the four hundred," is sure to be unsatisfactory. To advertise women's wearing apparel in papers which reach only business men will not be remanerative. Yet these are common mistakes made every day. In placing his advertising every business man should investigate in this land of the carefully the mediums under consideration. Circulation-the class and amount of it; price of space and the comparison of it with other mediums of the same kind, and not least, if last, the influence of the medium with the public; these are the important points.

When once the mediums are selected and the advertising start- Business. ed, then comes the necessity of doing it thoroughly-of keeping

"The strength of advertising," says N. C. Fowler, "is in its coninuity. Many a reader sees the cause if he really wanted the arti- into use. cle advertised, he buys it of some other firm who is then advertis-

It is the continual dropping of water that wears away the stone. By keeping your advertisement ever before the eyes of the reader he will become so accustomed to your name that when he is in need of your wares he will unconsciously turn his steps your way. To a certain extent the constant appearance of a man's name and business is an assurance of reliability.

A merchant told me a short time since that he had tested advertising and found it did not On inquiry I found he had inserted in a daily paper four sixiuch single column advertisements without position, the insertions being five days apart. He received six calls only that he could trace to the ads. In the same paper, not only for the same days, but also on all dates between. I found the advertisement of his competitor occupying twice the space in a superb position. This is manifestly an unfair test.

But to say that even the four advertisements of this merchant did not pay is jumping at a con-clusion. The accumulative effect of advertising is one of its peculiar phases. A single new enstomer never having been in the store before comes in in response to the advertisement. He makes a small purchase, is nicely taken care of and frequently calls during the year, making many pur-chases, probably to the extent of \$150. The first cost to find this customer was \$5, but the accumu-

tinued patronage paid.

Advertising is not a side issue of business. It is an important link in the chain of trade, and should be studied and experimenting of your business story in a ed upon the same as any other striking, convincing manner to department of business. And the the largest number of the right sooner business. And the kind of people at the smallest this the sooner will their advertising show results.

CLEMENT WIDBER.

### Bet On It Every Time.

You can wager your last dollar on Seattle Beer with the absolute assurance that you will win. No One of the most astonishing beer is superior to it for purity, hings of modern business is the for flavor, or as a tonic. Seattle Beer is pure, as it represents the best production of master brewers,

- and being made by superior brains and honest labor should be used by all who believe in using the best. On tap or in bottles at the "Criterion."



## \$75.00

If you are thinking of getting a BICYCLE, now is the time to get one while they last. This offer of RAMBLERS at \$75.00 is not a cut in price, so don't wait expecting to see the price come any lower. We are offering 1895 wheels at this price and there are but a few left. This wheel is fitted with the

Great G. & J. Tire

which has proven so satisfactory

### Kiawe Thorn

We also have a stock of the 1896 wheels both ladies and gents which we are offering at a low figure and on easy terms. Come in and have a look at our wheels and satisfy yourself that we are in the Bicycle

### An Investment

Stop and think how many Nick-Monday ad, forgets all about it, les and Dimes you might save thinks about it Tuesday and looks had you a wheel. A ride to Waifor it then. The Monday paper kiki is not only a pleasure but a is lost, the Tuesday paper does not contain it. He forgets it You will find new vigor by the use of muscles never before brought

> WHEELS THAT LAST AND DON'T COST YOU THEIR VALUE FOR REPAIRS.

## O. Hall & Son



lative effect produced by his con- Mortgagoo's Motion of Intention to A Poreclose and of Sale.

> In accordance with the provisions of that certain mortgage made by Joseph Pele and Keamo, his wife, to H. Dimond, dated September 26th, 1884, and duly assigned by H. and J. Waterhouse, executors under the will of H. Dimond, by assignment recorded in said office in Liber 163, page 275, &c., recorded in the Register office, Oahu, in Liber 88, page 368-9, notice is hereby given that said mortgagee intends to foreclose the same for condition broken, to wit.: the non payment of both principal and interest when due.

Notice is likewise given that after the expiration of three weeks from this date the property covered by said mortgage will be advertised for sale and will be sold at public auction at the auction rooms of Jas. F. Morgan, Honolulu, on Monday, the 30th day of November, 1896, at 12 o'clock noon of that day. H. WATERHOUSE, Jr.,

Assignee of Mortgage. For further particulars, apply to J. Alfred Magoon, Attorney for H. Waterhouse, Jr.

Dated Honolulu, Nov. 4th, 1896. The property to be sold is as

All that piece or parcel of land situated at Kew Io, Pauoa, Island of Oahu, described in Royal Patent No 1626, Kutean 10,276, to Mahina as Apana 2. Taro and Kuia land, more particularly described as follows:

"E hoomaka ma ke kihi Hema o ka loi kre'e o J. Piikoi ke kahi Hikina manka o keia aina, a e holo Akau 49 2 Kom. 166 Kapuai ma kuauna mawaho o ke keele a hiki i ka Pohaku i Pea ia X pili ana me ko Kalawaia alaila Hema Steel and Iron Ranges, 36 ° Kom. 52 Kapusi, kihi o Kalawaia, a Akau 50 5 Kom. 38 Kapuai anahus a Akau 49° Kom. 146 Kapuai ma ko Kalawaia ia mau aoao a hiki i ko Kekawewe, alaila Hema 46 2 Kom. 72 Kopuat ma ko Kekawewe a hiki i ko Kalawaia, alada ma ia aina Hema 431 ° Hikina 284 Kapuai a hiki i E pili ana me ka aina o ke kula a hiki i kahi i hoomaka ai o ka Ih 72-100 eka."

## For Sale!

For the next 30 days I will offer for sale my Coffee Esta e in Olaa, Hawaii. This Property consists of 200 Acres, all suitable to the ratsing of Coffee.

107 Acres are cleared and planted.

105 Acres to coffee containing 85,000 trees. 52 Acres of which being planted nearly a

53 Acres of which is more recently planted. 2 Acres is planted to lawn, garden and fruit trees.

The Buildings, 1 Dwelling House, Japanese House, Chicken House, Cora House, Cow Stable and Pig Pens.

The Property is situated at 18 miles on Volcano road. A good road leading to the place, title good and terms to suit.

PAYSON CALDWELL,

## Y. M. C. A. Gymnasium

Again Open to Its Members.

Monday Evening, Nov. 9, at 7 45, Classes

Thursday Evening, Nov. 12, at 7:45, Cla-ses for Young Men.

Thursday Afternoon, at 3.30, Classes for

Under the instruction of Compe

tent Local Teachers.

IN THE CIRCUIT COURT OF THE First Circuit, Hawaiian Islands In the matter of the Bankroptcy of Lei Din and matter of the Bankroptcy of Lei Din and Ko Hee, doing business as Kwong Fat, in Honolulu, Creditors of the said Bankropt are hereby notified to come in and prove their debts before the clerk of the Circuit Court, First Circuit, at the Court House, in Honoluin, on Tuesday, the 24th day of November, 1896, between the hours of 10 o'clock in the forenoon and noon of the said day, and elect an Assignee or Assaid day, and elect an Assignee or Assaid day, and elect an Assignee. said day, and elect an Assignee, or Assignees, of the said Bankrupt's Estate, By the Court;

P. D. KELLETT, JR., Clerk.

### L. C. ABLES,

Real Estate and General Business Agent

207 Merchant Street.

Telephone 139. # P. O. Box 356. 457-1m

## Notice.

The Kinau sailing Nov. 20 h will be due in Honolulu, Wednesday, Nov. 25th, instead of Friday, Nov. 27th, as per time

wilder's 8 FEAMSHIP CO., L'D.

## LIFE SIZE

## Crayon Portrait

Framed Complete — with —

One Dezen Photos of the Sitter

Only \$15.00

Is the LATEST OFFER we have

Portrait and Landscape Fotographer.

FORT STREET.

### John Nott.



STOVES, AGATEWARE. DIMOND BLOCK.

121 & 123 King Street.

### CAN'T BE BEAT!

WHAT?

431° Hikina 284 Kapuai a hiki i ka pohaku mu ke ala liili, e pili ana me ka mokuna o Kewalo a me Auwaiolimu, alaha, Polelei i uka.
E pili ana me ka aina o ke kula a Be not deceived, these Bath Tubs have been sold for \$14 until I reduced the price. I am prepared to do all work in my line and guarantee satisfaction: Estimates fur-nished.

If you want a good Job cheap for Cash, ring up Telephone 844, and I am your mans

JAS. NOTT JR, Tinsmith & Pinmber

W. C. ACHI & CO.

## Brokers & Dealers

We will Buy or Sell Real Estate in all parts of the group We will Sell Properties on Reason-

REAL ESTATE

OFFICE, 10 WEST KING STREET

\$150 00

A Lot 50 feet by 100 feet On the Instalment Plan and 10 Percent Discount for Cash. Apply to

JAS. F. MORGAN, Auctioneer.

Or W. C. ACHI, Real Estate Broker. September 21, 1896.

## Building

At WAIKIKI on car line and on PA-LAMA ROAD near Fertilizing Plant.

These Lots are Very Cheap and Sold on Besy Terms. Desirable Acre Tracts near the city and other Properties for sale.

BRUCE, WARING & CO., Dealers in Lots and Lands, 312 Fort Street, near King. PHONE 607. P. O. Box 821. TELEPHONE 607.

### To Let or Lease.

THE RESIDENCE OF MRS. A. LONG, one mile from postoffice. Large house with furniture. Four oed rooms, parlor, large dining room, pantry, kitchen. bath rooms, hot and cold water, with patent closets, servant houses, stables, horse paddock, garden and trees. A charming location.

Apply to J ALFRED MAGOON. tf Merchant st., next Postoffice:

### Investors Attention.

Persons desirons of making an invest-ment can perchase a paying block of pro-perty fronting on King and Maunakea streets by calling on 443-tf JOHN F. COLBURN.

# DO YOU LIKE CURRY?

## TRUE INDIAN CURRY

NOT THE STUFF USUALLY SOLD AS CURRY

Curry Powder as made by us is prepared after the Original Recipe from the Purest Ingredients.

> TRY ITONCE TO

# BENSON, SMITH & CO.

527 Fort Street, corner Hotel,

# THANKSGIVING TURKEYS!

Prime, Fat and Juicy.

Cold Storage Turkeys,

Freshly Killed Turkeys

See Them and Come

ENQUIRE OF.....

## C. W. MACFARLANE.

TELS., 326 and 192.

21 KAAHUMANU ST.

## ED. A. WILLIAMS.

(Successor to C. E. Williams, H. H. Williams & Co. and Williams Bros.

# PIONEER FURNITURE WAREROOMS,

ESTABLISHED 1859

Pianos for Sale, Hire and Moved. Chairs for Rent

## Tract! Undertaker Embalmer,

Tombstones and Monuments.

510 & 520 Fort Street. Residence and Night Tel. 815.

-: AT THE :-

Just received Ex. Bk. Albert an assortment FURNITURE. REED

H. H. WILLIAMS, (Manager)

Undertaker and Embilmer

Tel. 179

# LUND & INGHAM, **Brass Signs and Electro-Plating**

J. T. LUND,

Ed. INGHAM.

Machinist, Nickel and Silver Plating, Signs of Every Description! BICYCLE REPAIRING. Gilding on Glass a Specialty.

### WORK GUARANTEED ALL

617 AND 619 FORT STREET.